



Storytel's subscriber growth in line with forecast for the first quarter 2020 – streaming revenues increase by 45%

Storytel had an average of 1,154,800 paying subscribers in the first quarter of 2020, which is an increase of 71,400 customers compared to the fourth quarter of 2019, and in line with the forecast of 1,154,000 paying subscribers that was previously estimated. Streaming revenues for the first quarter of 2020 came in at 429 MSEK, compared to the forecast of 438 MSEK. Annual revenue growth amounts to 45%.

The average number of paying subscribers for the first quarter of 2020 in the Nordic segment was 785,800, which corresponds to 3,800 paying subscribers above forecast. Streaming revenues in the Nordics came in at 350 MSEK, compared to a forecast of 357 MSEK.

- Storytel saw a very strong influx of customers during the quarter and more than a doubling during the last two weeks of March – a level of intake that is unprecedented in Storytel history. In these straining times for the global community, we clearly see that people actively seek audiobook experiences for companionship, entertainment and knowledge, says Jonas Tellander, CEO of Storytel.

The average number of subscribers in the Non-Nordic segment for the first quarter of 2020 totalled 369,000, an increase of 43,200 paying subscribers compared to the fourth quarter of 2019 and slightly below the communicated forecast of 372,000 for first quarter 2020. Streaming revenues for the Non-Nordic segment totalled 79 MSEK in the first quarter of 2020 corresponding to an annual revenue growth of 111%.

- To meet the highly increased consumer interest in audiobooks, and in order to give more opportunities for relaxation and entertainment to them in straining times, Storytel has extended the free trial period from 14 to 30 days. That means that part of the powerful customer influx effect we experience will manifest itself in the upcoming months, giving Storytel's subscriber growth a flying start in the second quarter, says Jonas Tellander.

Table 1: Key performance indicators for Streaming

Currency: SEK 000's	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q1 2020
Streaming Total					Actual	Forecast¹
Revenue	295,994	320,034	399,178	421,454	429,251	438,000
Contribution Profit ²	31,372	29,407	53,043	58,977		
Contribution Margin	10.6%	9.2%	13.3%	14.0%		
Avg. Paying Subscribers	834,300	887,500	1,014,400	1,083,400	1,154,800	1,154,000
ARPU ³ (SEK/Month)	118	120	131	130	124	127
Streaming Nordics⁴						
Revenue	258,288	276,347	340,315	352,222	349,768	357,000
Contribution Profit ²	75,329	70,443	109,563	115,689		
Contribution Margin	29.2%	25.5%	32.2%	32.8%		
Avg. Paying Subscribers	645,500	669,200	736,000	757,600	785,800	782,000
ARPU ³ (SEK/Month)	133	138	154	155	148	152
Streaming Non-Nordics						
Revenue	37,706	43,687	58,863	69,233	79,484	81,000
Contribution Profit ²	-43,957	-41,036	-56,521	-56,713		
Contribution Margin	-116.6%	-93.9%	-96.0%	-81.9%		
Avg. Paying Subscribers	188,800	218,300	278,400	325,800	369,000	372,000
ARPU ³ (SEK/Month)	67	67	70	71	72	73

¹ "Forecast" means an approximation based on information available at the time the report was prepared.

² Contribution Profit is defined as streaming revenue minus royalties to third-party publishers and rights holders, in-house production costs, transaction costs and marketing costs. Storytel Reader and Ztory is not included in Streaming.

³ ARPU = Average Revenue Per User (Subscriber) per month.

⁴ Storytel Norway is included in the figures @ 100%. In the consolidated group accounts, Norway is reported in accordance with the principle of proportional consolidation.

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This information is such that Storytel AB (publ) is obliged to disclose in accordance with the EU Market Abuse Regulation. The information was provided, through the agency of the above contact person, at the time stated in this press release.

Storytel is Northern Europe's leading audiobook and e-book streaming service and offers unlimited listening and reading of more than 400 000 titles on a global scale. Our vision is to make the world a more empathetic place with great stories to be shared and enjoyed by anyone, anywhere and anytime. Storytel is a digital platform provider as well as a comprehensive publishing group. The streaming business area offers subscriptions for audiobooks and e-books under the Storytel and Mofibo brands. Storytel's publishing business area is carried out through the publishing houses Norstedts, Massolit, StorySide, Printz Publishing, People's Press, Rabén & Sjögren, B.Wahlströms, Gummerus Kustannus and Norstedts Kartor. Ztory – a subscribed digital read-all-you-can streaming service for newspapers and magazines, is part of Storytel since January 2019. Storytel operates in 20 markets around the globe and is headquartered in Stockholm, Sweden.